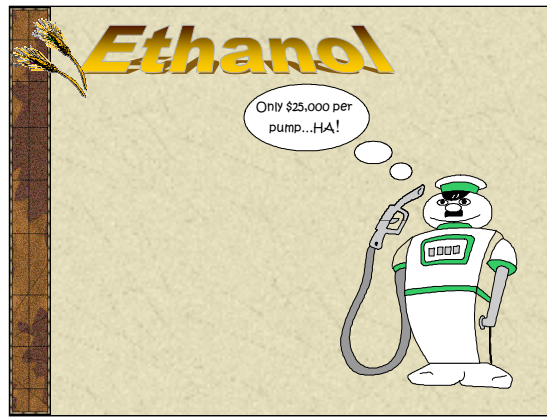




I'm Mike Allen from the Big Sky country of Montana. I'm happy to be here in Hawaii and it is always nice to get away from the wintry weather that we get this time of year. In Montana when the weather begins to turn cold like it does now, people flock to and seek out ethanol blended fuels for its' "de-icing" properties. I don't think that preventing fuel line freeze ups will be a big selling point here in the islands!



Did you know that California is requiring a certain percentage of zero emission and alternative fueled vehicles within the next couple of years?

The California Air Resources Board (CARB) is saying that it will **ONLY** cost **ABOUT** \$25,000 per pump to install an ethanol or E-86 pump. Remember that this is only an estimate, and from a government agency. To an industry that won't even spend an extra .50 cents to clean the restroom. Come On!!



Being a former retailer of ethanol blended fuels at 3 convenience stores that sold exclusively ethanol blended fuels, one with a E-85 pump, the comment about spending money to upgrade and improve stations, is unfortunately, very accurate. Station owners invest ten's of thousands of dollars in signage and canopy's and paint and advertising to get people in the door, but don't spend the extra .50 cents to clean the restroom to keep them coming back. Most times, if the customer leaves dissatisfied, for any reason, they won't tell a sole at the station, they will just leave, not come back and tell 10 people of their unpleasant experience.

Ethanol will keep people coming back to your store!

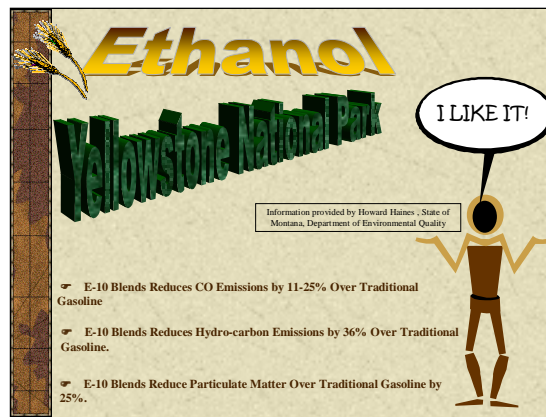
You have to be able to keep that customer!

You have to make that customer want to come back to your store!

Ethanol blended fuels make the difference in having that customer WANT to come back.

When your customers find out the benefits of ethanol blended fuels and what they can do for them, not just the positive environmental effects, not just the assistance it gives to the local farmer, but what it can do for them, as a cost conscious customer, then they will return to your station, become a dedicated fan and will choose not to go anywhere else for fuel.

People like this stuff!!



The Yellowstone National Park project is a wonderful project that can give a glimpse of what ethanol can do and how people who don't originally want to change, will come to embrace and support the product.

The program and numbers come from Howard Haines of the Montana Department of Environmental Quality. He has the degree and the smarts, so, for technical questions, give Howard a call or drop him an E-Mail

Because of the high particulate levels in the air in Yellowstone Nat'l Park, many people in the state and federal government, as well as the private sector and the ethanol industry, got together to promote ethanol for the snowmobiles that enjoy Yellowstone's wonderful winter beauty, in an attempt to reduce these high level of pollutants. It was a matter of record that the air was so bad that you could see and taste the emissions from the snow machines! The Park Rangers manning the entry both were also getting physically ill from all of the fumes.

Many facts and figures were presented to the snow machine owners and rental shops to support the use of ethanol blended fuels, but most of the people resisted any type of change. But, through diligence and education, fuel grade ethanol blends were introduced for the first time in the 1997-1998 snowmobile season. Some of the results of that first year of requiring all snow machines that enter the park to use ethanol blends are on the screen.

Pretty neat stuff that happened by using the ethanol blends. But it didn't mean a lot to the rental machine owners and the other snowmobile enthusiasts that enjoy the park.

What really sold them on the blends were not the hard facts and numbers but the fact that **THIS STUFF WORKED!** It was less expensive to purchase, it improved the octane of the fuel, they got good performance and they had less maintenance on their machines. **THEY LIKED IT!!**

Now, because of that test, all of Yellowstone Park's fueling locations provide and have nothing available but ethanol blended fuels. Grand Teton Nat'l Park has also converted to and switched to ethanol blends and other parks are studying their infrastructure and will soon be going to clean burning fuels, with ethanol being a proven choice.



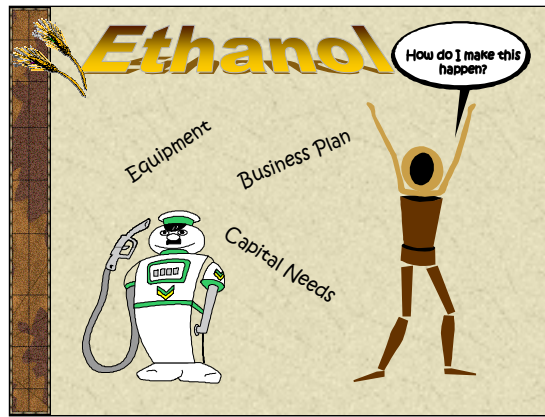
We know that this stuff works. We have actually known for many years. People have been widely using ethanol blends – remember the word “GASOHOL?” since the mid 1970’s. But this controlled test in the harsh winter environment of Yellowstone park, really proves the point that this stuff works, it is good for the environment and it won’t hurt your vehicle/engine/snow-machine.

You know why I switched our retail locations to an ethanol blend?

Market Share!!

That’s right, good old fashion greed! I knew that our company would be in a unique position to sell a product that no one else was selling, gain some volume and also some margin. A funny thing happened, though. On the way to building some market share, and growing the ethanol business, and yes, gaining a little profit margin, I learned that ethanol really was a good product. It really was a positive for our environment. It did help our agriculture community. I BECAME A TRUE BELIEVER IN THIS PRODUCT!

Now, about 20 years after first blending “gasohol”. I promote ethanol as the best thing for you, the consumer, for the environment, for the business owner, and for our country. When you promote these benefits of this renewable product, your company profits will follow.



How do we get ethanol blended fuels into the hands of the motoring public?

The answer to this questions needs to be our number one priority!

What good is it to have the best product in the world if no ones knows about it or uses it?!?!

Did you know that 90% of new inventions fail not due to them being a bad idea or not having the right product for the customer, but they fail due to the lack of capital available to promote the new idea/contribution/idea/etc.

The 1998 EPA deadline for having all underground tanks, lines and spill measures in place has long passed. The stations that are still around and surviving have the newest, the most modern and the most environmentally safe gasoline dispensing systems available. These systems will handle ethanol blended fuels. These systems will handle E-85 blended fuels. Gilbarco. Xerex's, Goodyear and many other equipment manufactures produce product that will handle ethanol blended products. Products that are in inventory and are ready to shipped to your stations.

Speaking of the EPA, Did you know that the EPA now has another deadline? Yes, that's right, another deadline and more regulations. The EPA will soon attempt to close over 20,000 stations for failure to meet their restroom health inspections deadline. Yes, in typical government fashion, the EPA will begin to enforce the 1979 deadline for all stations to have cleaned their restrooms! Here we go again, right on top of their policies!

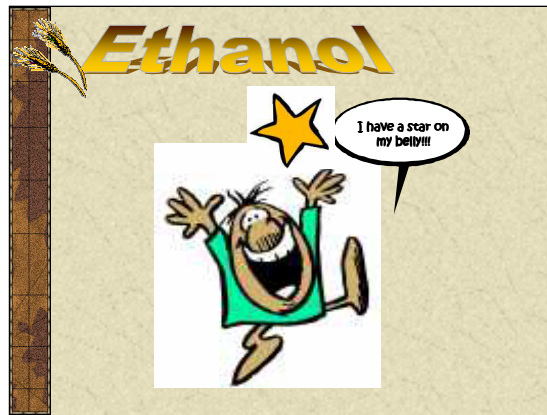


The EPA has actually done a fairly good job of monitoring and controlling the surviving stations to make sure that all operators are operation in an environmentally safe manner. Do you know what happens when some gasoline spills into these lovely waters of Hawaii?

Fish die. They don't like gasoline. It doesn't only hurt the fish, but everything else, too.

Do you know what happens when ethanol is accidentally spilled in those same lovely waters?

Happy fish! You know why? Ethanol is 200 proof, pure gain alcohol. It is a natural product that will readily bio-degrade in our environment. Mother Nature likes ethanol!



I have 3 boys at home, one is with me today brought along as a helper with this presentation and as a birthday present. Dalton is here and is 10 and the other two are 8 ½ and 7. I try to spend as much time with them as possible when I'm home and hopefully I will help them to develop into fine gentleman and good citizens. Dalton is starting to get a little old for Dr. Seaus, but the other two still enjoy the Seaus books. Some of you with children will no doubt remember this story, but if you will bear with me, I believe that this story will help all of us to understand where we need to go with this ethanol industry. The story is "The Sneeches on the Beaches".

I tell the sneeches story hear. Takes about 3 minutes.

Now, you may say, "What the heck does this story have to do with ethanol?" This is my answer to that question: The ethanol industry is no better the the petroleum industry. The petroleum industry is no better then the ethanol industry. Ethanol folks need to understand that we need the help of the big oil companies. Big oil needs to know that non-traditional fuels, like ethanol, are here to stay. They had better embrace this fuel or they will soon lose their dealers and their market share. Ethanol blends are here to stay and the drivers will be demanding it.

It doesn't matter if you have a star on you belly, or an oil well, or a kernel of corn, or a stock of wheat, or anything else, on your belly. We are in this thing together and we need each other!



By promoting and building sales with ethanol blends, every one wins. The consumer wins, they get a better product for the same cost. The grower of the feed stock wins, they have another avenue in which to get rid of their products. The environmentalist wins by promoting a cleaner burning gasoline and by displacing fossil fuels. Every one wins.

The yellow dime promotion is an excellent way to get the word out about ethanol. The yellow painted on the dimes represent agriculture and how it effects our lives, even if we are not directly involved in it. The promotion works by giving a way one yellow dime for every gallon of gasoline that the customer purchases that day that is an ethanol blended fuel. When you or your clerk, is giving away the dime, which are attached to a little informational sheet, they have the opportunity to talk briefly about ethanol and how it helps everyone in the community. The customer loves the fact that they are getting a 10 cent a gallon discount and you will bring in new customers just because of the discount. Once they are in the door you need to hook 'em!

My story is that 10 days after receiving a yellow dime at one of our stations, my wife and I went to a movie. After purchasing the obligatory popcorn and drink, I was handed a yellow dime as part of my change! 10 days later, the effects of agriculture, consumer purchasing power and ethanol are still circulating in the community. Now, that is effective advertising!!



By promoting and building sales of ethanol blends, every ones wins. Win with ethanol by promoting with:

Yellow dime give a-ways as I just talked about.

Join as many of the trade associations that you can afford and justify. I am on the board of directors of EPAC and would strongly urge you to join that association, for a measly \$35.00, to get the latest information regarding ethanol and the ethanol industry. As a grass roots organization, we do not lobby or support any one plant, group or person. We support the use of ethanol. That was a shameless plug for EPAC folks. Thanks for your attention!

You need flyers and brochures in your stores that the customer can take with them and read at their convenience. The customer needs to be informed, not misinformed.

When you first put in ethanol, it is a news story. Use your local radio, TV and newspaper. Issue press releases regarding ethanol as your receive updates on the products from your trade associations. Another shameless plug for EPAC.

Word of mouth is priceless! Talk about the product whenever you can.

Educated employees are a must! They are your customers first contact with questions about the product. A misinformed clerk can turn off the customers faster then a drunk at an AA meeting.



Let us ethanol believers, producers and promoters work with the refining industry, government entities, agriculture growers and environmental organizations to get this product – this renewable, bio-degradable product – ethanol – that the consumer wants into the fuel tanks of those consumers.

Get the ethanol product into the hands of the customer by whichever means works the best here. National security, financial benefits to the dealer, environmental benefits, what ever works. Use it! Once ethanol is in the public hands, they will want it, ask for it, seek it out and demand the ethanol blended product.

Be honest, be positive, be understanding and be patient. It will work.



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